



WWW.CA2013.COM User Feedback Survey Report

July 2018

## About CAIRR

- CAIRR ([www.ca2013.com](http://www.ca2013.com)) is a free to use website from CimplifyFive that provides at your fingertips, an integrated view of the Companies Act, 2013 & SEBI Regulations.
- The site is updated daily at 10AM for changes in the Act & Regulations.
- CAIRR also has an android app available on [Google Play](#).

## About the Survey

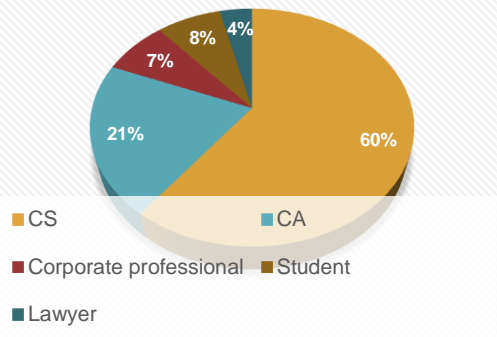
- CimplifyFive conducted a short survey for a focus group of our CAIRR users in **July 2018**.
- The survey participants numbered **53**.
- The highlights of this survey are documented in this report.



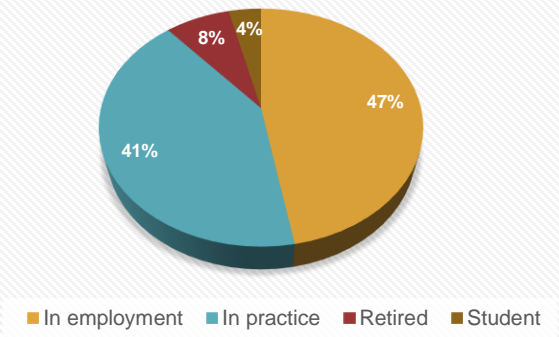


# CAIRR Survey: Respondents' Profile

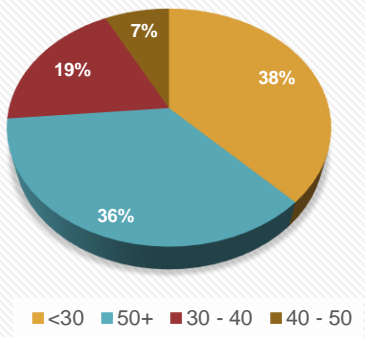
Qualification



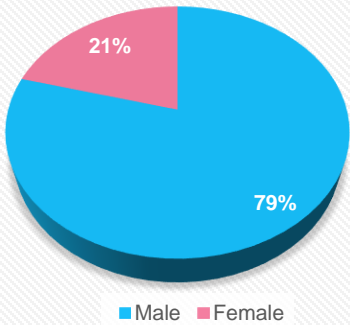
Current engagement



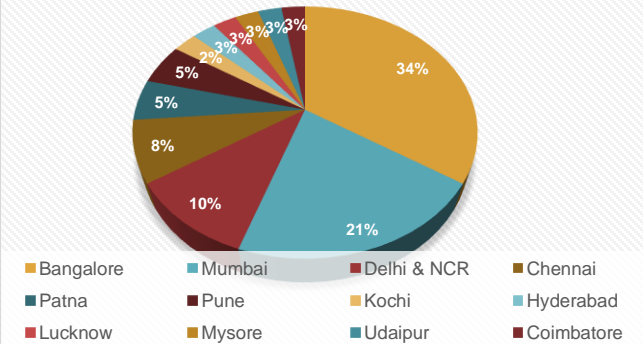
Age Group



Gender



Location

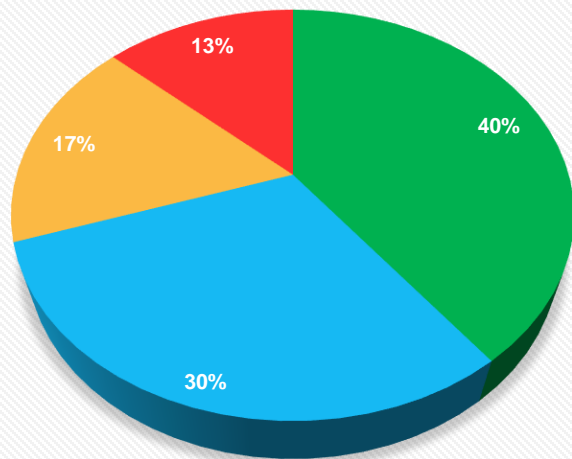




## CAIRR Survey: Responses

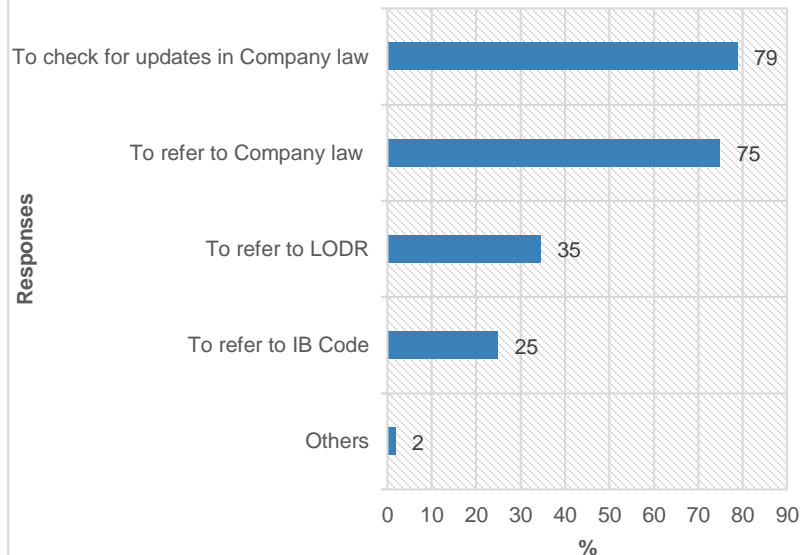
- Usage: 70% of the CAIRR subscribers visit the site regularly - daily(40%) or weekly(30%).
- Purpose: 79% check for the latest updates, 75% refer to Company law, 35% refer to LODR and 25% refer to IB code.

**How often do you visit www.ca2013.com?**



■ Daily ■ Weekly ■ Monthly ■ This is My first visit

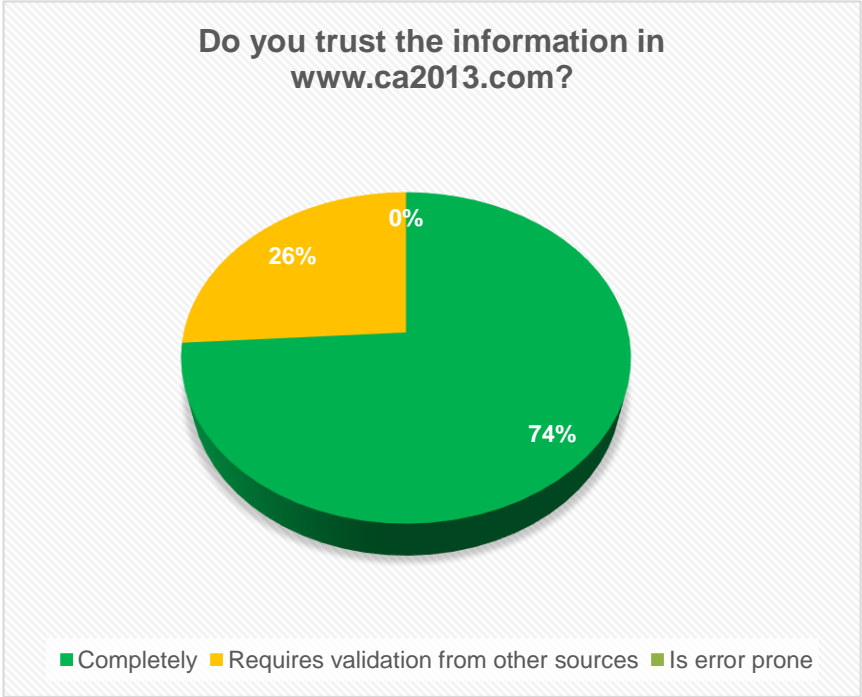
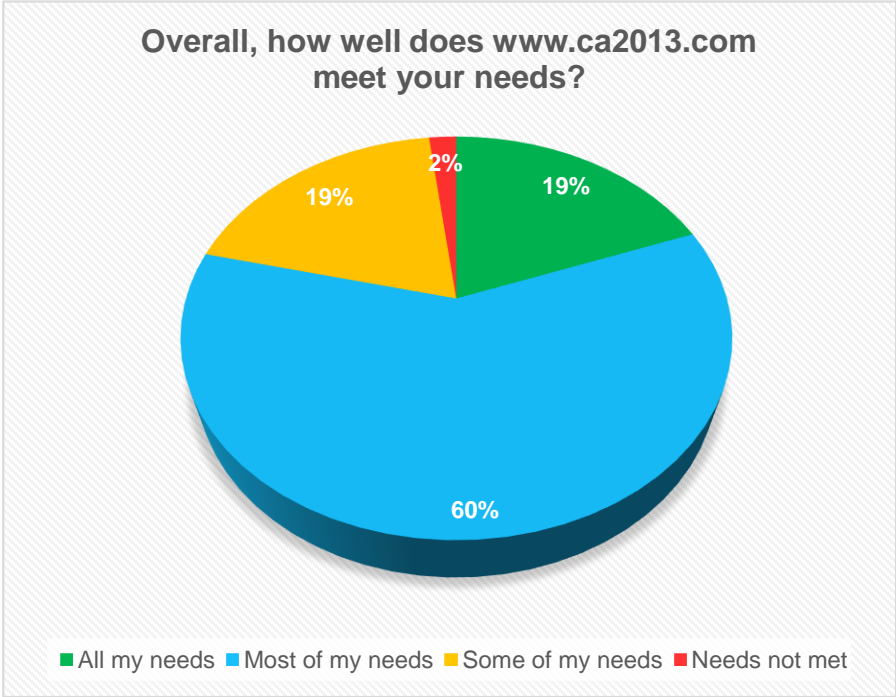
**Why do you visit www.ca2013.com?**





# CAIRR Survey: Responses

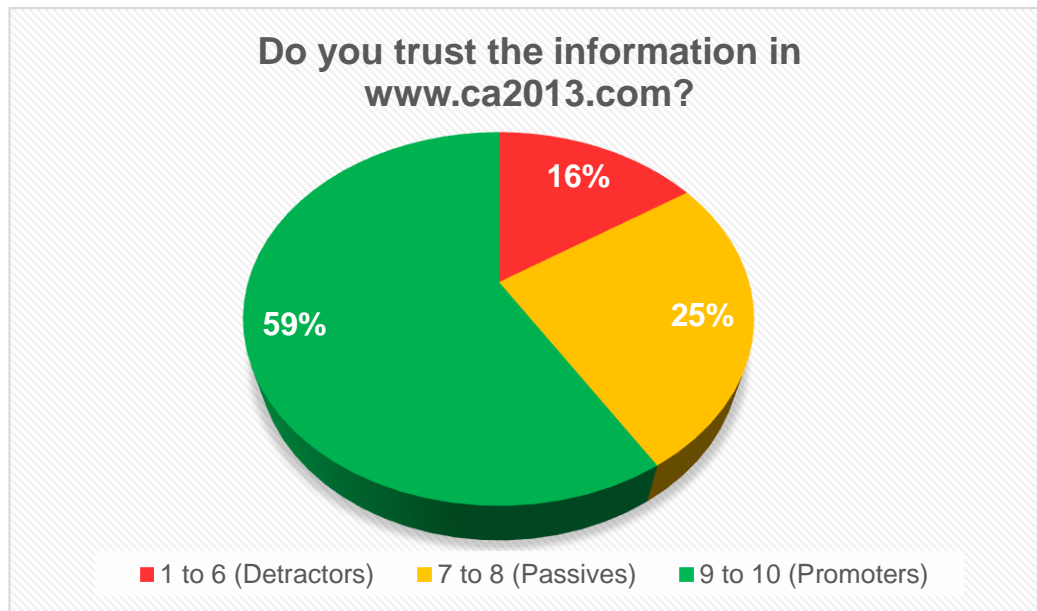
- Utility: 60% of the participants said that most of their needs are met, in addition 19% said all their needs are met.
- Credibility: 74% of the participants completely rely on the site without looking for any other authentication.





## CAIRR Survey: Responses

- Promoters: 59% gave a score of 9 or 10 when asked, “How likely are you to recommend [www.ca2013.com](http://www.ca2013.com) to a friend or a colleague?”
- Net Promoter score (NPS) =  $58.8 - 15.7 = 43$
- Bain & Co (inventor of the NPS system) suggests a score of 50 to 80 is typically considered very good or even outstanding. A score around 30–50 is universally seen as good, and anything above 20 is favourable.





## CAIRR Survey: Suggestions

Sl. No.	Suggestions	Action Plan	Target Date
1	Create a separate section for listing Notifications, Circulars and Orders.	Separate listing of Notifications, Circulars & Orders	Mid September
2	Add LLP Act and Rules.	Will add LLP Acts & Rules	End October
3	Include Secretarial Standards, FEMA Regulations & Case Laws.	Will evaluate and see to what extent we can integrate FEMA & Case Laws	To be decided



## About CimplyFive

- Incorporated in 2014 September
- Dedicated to corporate law compliances
- A fusion of domain expertise & technology.

## Our vision

Leverage research and technology to eliminate procedural non-compliance for entities regulated by the Companies Act, 2013

## Our mission

Provide a cost effective, secure, web-based, subscription service that automates secretarial practices, provides timely alert & real time Risk Management dashboards to free management bandwidth for pursuing business goals





# A Comprehensive product portfolio

- **BLISSPLUS** for Corporates  
Including its Subsidiaries, Joint Ventures & Associates
- **BLISSLISTED** for Listed Companies  
LODR compliances for Equity Listed, Debt Listed companies
- **BLISSDOCS** for Directors  
An Android/IOS Board App integrated with **BLISSPLUS** and **BLISSLISTED**
- **BLISS** for Practicing Professionals  
For Company Secretaries, Chartered Accountants & Corporate Lawyers
- **Digitization services**  
OCR scanning and storing of Secretarial Records





For more details on our products:



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